

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Phone: Inbound English	152	81.3 %	2188	79.0 %
Phone: Inbound Spanish	-	-	12	0.4 %
Phone: Inbound Warm Transfer	-	-	1	0.0 %
Phone: Re-enrollment Offer	2	1.1 %	3	0.1 %
Phone: Outbound Self-Referral	-	-	40	1.4 %
Web	4	2.1 %	36	1.3 %
Fax	29	15.5 %	489	17.7 %
Total	187	100.0 %	2769	100.0 %

Caller Type

	Current Month	Current Month %	Contract YTD	Contract YTD %
Tobacco User	169	90.4 %	2474	89.3 %
Proxy	3	1.6 %	52	1.9 %
Provider	5	2.7 %	79	2.9 %
General Public	10	5.3 %	164	5.9 %
Total	187	100.0 %	2769	100.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Brochure/Newsletter/Flyer	14	8.2 %	144	5.7 %
Cigarette Pack (Quit Assist)	-	-	8	0.3 %
Community Organization	11	6.5 %	104	4.1 %
Employer/Worksite	6	3.5 %	107	4.2 %
Family/Friend	20	11.8 %	336	13.2 %
Health Department	10	5.9 %	156	6.1 %
Health Insurance	6	3.5 %	65	2.6 %
Health Professional				22.8 %
Dental Hygienist	-	-	8	0.3 %
Dentist	1	0.6 %	39	1.5 %
Health Care Provider	21	12.4 %	335	13.2 %
Health Educator	-	-	15	0.6 %
Mental Health Provider	1	0.6 %	8	0.3 %
Nurse	3	1.8 %	76	3.0 %
OB/GYN Specialist	1	0.6 %	2	0.1 %
Other	3	1.8 %	63	2.5 %
Other Specialist	1	0.6 %	13	0.5 %
Pharmacist	1	0.6 %	3	0.1 %
Social Worker	2	1.2 %	17	0.7 %
Substance Abuse Provider	-	-	1	0.0 %
Sub Total	34	20.0 %	580	22.8 %
Newspaper/Magazine	-	-	96	3.8 %
Outdoor Ad				0.7 %
Banner	-	-	2	0.1 %
Billboard	1	0.6 %	13	0.5 %
Other	-	-	2	0.1 %
Sub Total	1	0.6 %	17	0.7 %
Radio	4	2.4 %	77	3.0 %

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Re-enrollment Offer	1	0.6 %	1	0.0 %
TV/Commercial	37	21.8 %	396	15.6 %
TV/News	-	-	99	3.9 %
Website	5	2.9 %	97	3.8 %
Does Not Remember	2	1.2 %	25	1.0 %
Other	19	11.2 %	234	9.2 %
Refused	5		69	
Not Collected	12		158	
Total	187	100.0 %	2769	100.0 %

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Male	59	38.8 %	826	37.7 %
Female	93	61.2 %	1366	62.3 %
Refused	-		-	
Not Collected	1		8	
Not Asked	-		26	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Hispanic	10	6.9 %	128	6.0 %
Non-Hispanic	134	93.1 %	2004	93.9 %
Does Not Know	-	-	2	0.1 %
Refused	2		23	
Not Collected	6		59	
Not Asked	1		10	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
White	111	76.0 %	1690	79.2 %
Black or African American	15	10.3 %	219	10.3 %
Asian				0.7 %
Asian Indian	-	-	2	0.1 %
Cambodian	-	-	-	-
Chinese	-	-	-	-
Filipino	-	-	-	-
Hmong	-	-	-	-
Japanese	-	-	1	0.0 %
Korean	-	-	3	0.1 %
Laotian	-	-	1	0.0 %
Pakistani	-	-	-	-
Taiwanese	-	-	-	-
Thai	-	-	-	-
Vietnamese	1	0.7 %	2	0.1 %
Other Asian	1	0.7 %	6	0.3 %
Indonesian	-	-	-	-
Does Not Know	-	-	-	-

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asian				0.7 %
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	2	1.4 %	15	0.7 %
Native Hawaiian/Other Pacific Islander				-
<i>Native Hawaiian</i>	-	-	-	-
<i>Samoan</i>	-	-	-	-
<i>Tongan</i>	-	-	-	-
<i>Tahitian</i>	-	-	-	-
<i>Maori</i>	-	-	-	-
<i>Guamanian/Chamorro</i>	-	-	-	-
<i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Saipanese, Kosraean)</i>	-	-	-	-
<i>Fijian</i>	-	-	-	-
<i>Other Pacific Islander</i>	-	-	-	-
<i>Does Not Know</i>	-	-	-	-
<i>Refused</i>	-	-	-	-
<i>Not Collected</i>	-	-	-	-
Sub Total	-	-	0	0.0 %
American Indian or Alaskan Native	7	4.8 %	67	3.1 %
Arab or Arab American	-	-	-	-
Not Asked	1		10	
Other	11	7.5 %	144	6.7 %
Does Not Know	-	-	-	-
Refused	2		24	
Not Collected	4		57	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Language Spoken

	Current Month	Current Month %	Contract YTD	Contract YTD %
English	151	98.7 %	2182	98.0 %
Spanish	2	1.3 %	42	1.9 %
Korean	-	-	1	0.0 %
Vietnamese	-	-	1	0.0 %
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
17 years old and under	3	2.0 %	21	1.0 %
18 to 24	15	10.0 %	211	9.5 %
25 to 30	22	14.7 %	326	14.7 %
31 to 40	22	14.7 %	427	19.3 %
41 to 50	40	26.7 %	539	24.4 %
51 to 60	31	20.7 %	469	21.2 %
61 to 70	15	10.0 %	176	8.0 %
71 to 80	2	1.3 %	41	1.9 %
Over 80	-	-	1	0.0 %
Not Collected	-		1	
Refused	3		14	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than grade 9	7	4.9 %	85	4.0 %
Grade 9-11, no degree	15	10.6 %	267	12.6 %
GED	3	2.1 %	139	6.6 %
High School Degree	32	22.5 %	589	27.8 %
Some College or University	55	38.7 %	627	29.6 %
College or University Degree	20	14.1 %	312	14.7 %
Some Technical/Trade School	4	2.8 %	33	1.6 %
Technical/Trade School Degree	6	4.2 %	64	3.0 %
Does Not Know	-	-	-	-
Refused	2		27	
Not Collected	3		37	
Not Asked	6		46	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Cigarette	143	87.2 %	2114	91.3 %
Cigar	8	4.9 %	71	3.1 %
Pipe	1	0.6 %	11	0.5 %
Smokeless Tobacco	12	7.3 %	110	4.8 %
Other	-	-	9	0.4 %
Not Collected	1		12	
Total	165	100.0 %	2327	100.0 %

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Not Pregnant	87	93.5 %	1228	89.9 %
Currently Pregnant	4	4.3 %	112	8.2 %
Planning Pregnancy in the Next 3 Months	-	-	16	1.2 %
Currently Breastfeeding	2	2.2 %	10	0.7 %
Refused	-		-	
Not Collected	-		-	
Total	93	100.0 %	1366	100.0 %

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Asthma	31	16.9 %	403	15.9 %
CAD	17	9.3 %	184	7.2 %
COPD	34	18.6 %	361	14.2 %
Diabetes	21	11.5 %	243	9.6 %
None	80	43.7 %	1346	53.0 %
Does Not Know	-	-	5	0.2 %
Refused	1		14	
Not Collected	4		21	
Total	188	100.0 %	2577	100.0 %

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Precontemplation	1	0.7 %	37	1.7 %
Contemplation	4	2.6 %	94	4.3 %
Preparation	138	90.8 %	1873	85.5 %
Action - Unknown	3	2.0 %	23	1.1 %
Action - Less than 24 hours	2	1.3 %	30	1.4 %
Action - 24 hours to less than 7 days	1	0.7 %	63	2.9 %
Action - 7 days to less than 1 month	2	1.3 %	46	2.1 %
Action - 1 month to less than 6 months	1	0.7 %	17	0.8 %
Maintenance - 6 months or more	-	-	8	0.4 %
Not Collected	1		35	
Total	153	100.0 %	2226	100.0 %

Tobacco Users by Income Level

	Current Month	Current Month %	Contract YTD	Contract YTD %
Less than \$10,000	52	36.4 %	476	32.0 %
Less than \$15,000 (\$10,000 to less than \$15,000)	18	12.6 %	233	15.6 %
Less than \$20,000 (\$15,000 to less than \$20,000)	17	11.9 %	178	12.0 %
Less than \$25,000 (\$20,000 to less than \$25,000)	9	6.3 %	118	7.9 %
Less than \$35,000 (\$25,000 to less than \$35,000)	11	7.7 %	156	10.5 %
Less than \$50,000 (\$35,000 to less than \$50,000)	18	12.6 %	136	9.1 %
Less than \$75,000 (\$50,000 to less than \$75,000)	7	4.9 %	89	6.0 %
More than \$75,000	7	4.9 %	63	4.2 %
Does Not Know	4	2.8 %	40	2.7 %
Refused	4		52	
Not Collected	6		685	
Total	153	100.0 %	2226	100.0 %

Female Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	77	89.5 %	883	94.4 %
Gay or lesbian	2	2.3 %	18	1.9 %
Bisexual	7	8.1 %	29	3.1 %
Other	-	-	3	0.3 %
Does Not Know	-	-	2	0.2 %
Not Asked	-		375	
Refused	7		56	
Total	93	100.0 %	1366	100.0 %

Male Tobacco Users by Sexual Orientation

NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question.

	Current Month	Current Month %	Contract YTD	Contract YTD %
Transgender	-	-	-	-
Heterosexual or straight	54	96.4 %	556	96.0 %
Gay or lesbian	-	-	14	2.4 %
Bisexual	-	-	3	0.5 %
Other	1	1.8 %	3	0.5 %
Does Not Know	1	1.8 %	3	0.5 %
Not Asked	1		218	
Refused	2		29	



Kansas Tobacco Quitline Demographic Report

From 5/1/2011 through 5/31/2011

Contract Dates from 7/1/2010 through 5/31/2011

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Total	59	100.0 %	826	100.0 %
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